SIGN PROGRAM FOR AREA A

The purpose of the sign program is to provide for a coordinated and visually attractive sign program that will enhance the neighborhood shopping area and adequately identify and define the individuality of the different tenants while providing an overall cohesive appearance for the neighborhood.

SIGN SPECIFICATIONS

Freestanding Center Identification Sign

1.   One freestanding neighborhood center identification sign is permitted to serve the entire commercial area, at a location to be determined. The freestanding sign should either be housed in a frame or set on a base, creating a solid and attractive appearance.

2.   The maximum height of the freestanding sign shall be 20'.

3.   The freestanding sign should be located in a landscaped area that is equal to, or larger than, the total sign area.

4.   Only one freestanding sign is permitted in this commercial area.

Building-Mounted Signs

1.   Each tenant shall be permitted one building-mounted sign per occupancy frontage.

2.   A tenant identification sign shall consist of individually mounted letters, no greater than 24" in height. The letters may be nonilluminated, interior-illuminated or backlit. Letters shall be mounted directly on the building or on a panel painted to match the building. The colors of the sign face shall be at the discretion of the tenant but should generally be limited to two colors.

3.   Decorative graphics, including, but not limited to, company logos, are allowed in addition to the permitted building-mounted sign, subject to Site Plan and Architectural Review. The graphics must be clearly secondary to the main sign in

terms of their size and the portion of the area covered and must complement the building and main sign in color and style. The area of the graphics is counted as part of the total sign area allowed on the building.

4.   The aggregate sign area shall not exceed one-half (0.5) square foot per foot of occupancy frontage; provided, however, that any such sign may have an area of 15 square feet, and no sign shall exceed an area of 100 square feet.

5.   All tenant identification signs shall be visually centered relative to the tenant space, face of the building or front door.

6.   All returns shall be anodized or spray-painted aluminum with a matching trim cap detail. All conduit, light sources, conductors, transformers and other equipment shall be concealed from view. Exposed or visible neon tubing is not permitted. All bolts, fasteners, clips, etc. shall be painted out to match adjacent finish or match adjacent material and finish.

7.   All electrical signs shall bear the UL label, and their installation must comply with all local building and electrical codes.

8.   All signs shall be attached directly to the building. No exposed conduit, tubing or raceways shall be permitted.

9.   All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.

Pedestrian Signs

1.   Each tenant is allowed one pedestrian-oriented sign, not to exceed an area of 6 square feet for each face.

2.   The pedestrian sign may be attached directly to the building or may be suspended from the canopy, eave or other overhanging architectural feature at a minimum height of not less than the minimum required door height above the surface of the sidewalk or pedestrian way.

3.   The pedestrian sign may be provided with indirect or interior illumination.

PROHIBITED SIGNS

Signs with flashing or moving lights, animated, audible or moving signs, rooftop signs and cabinet signs are prohibited.

No signage shall be permitted that is specifically oriented toward the Bayshore Freeway or for the purposes of attracting business from the freeway.

NONCONFORMING SIGNS

The existing freestanding sign at 830 Leong Drive may remain as an approved part of the service station use regardless of other freestanding signs in this area.

The freestanding sign existing at 870 Leong Drive may remain unless it is replaced by a freestanding center identification sign.

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